



Station Order Stabenow for Senate 2012

Market: Detroit

Estimate ID

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

12018

Contact: Steve Kopicki

Phone: 248-827-7777

Email: SKopicki@wxyz.com

Fax: 248-827-4454

Direct:

WXYZ-TV

Program Name	DP	Days Length	Gross Rate	Mon Sep 24	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
WXYZ 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$250.00 \$1,250.00	1	1	1	1	1			5
									P3 = 500		
WXYZ 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$450.00 \$2,250.00	1	1	1	1	1			5
									P3 = 900		
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$450.00 \$2,250.00	1	1	1	1	1			5
									P3 = 900		
Saturday 8a News 8:00 AM 9:00 AM (10AM)	EM	Sa 30	\$250.00 \$250.00						1		1
									P4 = 275		
Good Morning Sun 7:00 AM 8:00 AM	EM	Su 30	\$225.00 \$225.00							1	1
									P3 = 450		
Live with Kelly 9:00 AM 10:00 AM	DT	M-F 30	\$275.00 \$275.00	1							1
									P3 = 650		
The View 11:00 AM 12:00 PM	DT	M-F 30	\$450.00 \$900.00		1		1				2
Sold Out: Lowest Rate to Clear Per WXYZ											
WXYZ Noon News 12:00 PM 1:00 PM	DT	M-F 30	\$300.00 \$300.00					1			1
Sold Out: Lowest Rate to Clear Per WXYZ											
Katie Couric 3:00 PM 4:00 PM	EF	M-F 30	\$400.00 \$1,200.00	1		1		1			3
									P4 = 600		
Dr. Oz 4:00 PM 5:00 PM	EF	M-F 30	\$400.00 \$800.00		1		1				2
									P3 = 1000		
WXYZ 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$500.00 \$1,000.00	1		1					2
									P3 = 1200		
WXYZ 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$600.00 \$2,400.00	1	1		1	1			4
									P3 = 1300		

Rachael Beale

Media Strategies and Research

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Date/Time Sent: 9/19/2012 10:42:15 AM

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				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Days	Gross	Sep	Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Length	Rate	24	25	26	27	28	29	30	
WXYZ 7p News	EN	M-F	\$600.00	1		1		1			3
7:00 PM 7:30 PM		30	\$1,800.00								
Ent Tonight	PA	M-F	\$1,000.00		1		1	1			3
7:30 PM 8:00 PM		30	\$3,000.00								
Dancing with Star	PT	M	\$2,000.00	1							1
8:00 PM 10:00 PM		30	\$2,000.00								
Dancing With Star	PT	Tu	\$1,500.00		1						1
8:00 PM 10:00 PM		30	\$1,500.00								
The Middle	PT	W	\$1,200.00			1					1
8:00 PM 9:00 PM		30	\$1,200.00								
Modern Family	PT	W	\$2,000.00			1					1
9:00 PM 9:30 PM		30	\$2,000.00								
Grey's Anatomy	PT	Th	\$1,800.00				1				1
9:00 PM 10:00 PM		30	\$1,800.00								
20/20	PT	F	\$2,000.00					1			1
10:00 PM 11:00 PM		30	\$2,000.00								
Once Upon a Time	PT	Su	\$2,000.00							1	1
8:00 PM 9:00 PM		30	\$2,000.00								
666 Park Ave	PT	Su	\$2,000.00							1	1
10:00 PM 11:00 PM		30	\$2,000.00								
WXYZ 11p News	LN	M-F	\$1,200.00		1	1	1	1			4
11:00 PM 11:35 PM		30	\$4,800.00								
Jimmy Kimmel	LF	M-F	\$175.00	1							1
12:05 AM 1:05 AM		30	\$175.00								

P3 = 1200

P3 = 2000

P3 = 10000

P4 = 5000

P3 = 4000

P4 = 15000

P3 = 9000

P3 = 5000

P4 = 3000

P4 = 1300

P4 = 200

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				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
Nightline	LF	M-F	\$450.00			1					1
11:35 PM 12:05 AM		30	\$450.00								
Station Gross Totals			\$37,825.00	10	9	10	9	10	1	3	52

P4 = 750

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